

**NIELSEN WEEKLY DATA
(400 C-STORES)**

<u>COMPANY</u>	<u>FM</u>	<u>RR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>		
Base March 1993	42.54	33.26	12.09	4.77	6.09	1.24		
December 4, 1993	<u>46.88</u>	<u>30.00</u>	<u>10.67</u>	<u>4.95</u>	<u>6.51</u>	<u>0.87</u>		
	4.34	(3.26)	(1.42)	0.18	0.42	(0.37)		
			Branded	Private				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Discount</u>	<u>Label</u>				
Base March 1993	60.61	39.39	28.86	10.53				
December 4, 1993	<u>67.20</u>	<u>32.80</u>	<u>24.19</u>	<u>8.61</u>				
	6.59	(6.59)	(4.67)	(1.92)				
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PMOPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>			
Base March 1993	24.34	7.91	5.26	0.59	4.15			
December 4, 1993	<u>30.02</u>	<u>7.88</u>	<u>5.81</u>	<u>1.07</u>	<u>4.48</u>			
	5.68	(0.03)	0.55	0.48	0.33			
<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Kool</u>	<u>Newport</u>				
Base March 1993	3.61	1.33	3.52	4.24				
December 4, 1993	<u>3.63</u>	<u>1.22</u>	<u>3.44</u>	<u>4.58</u>				
	0.02	(0.11)	(0.08)	0.34				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Bristol</u>	<u>Alpine</u>	<u>Doral</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.90	1.51	0.53	0.47	3.60	3.53	2.67	5.68
December 4, 1993	<u>5.08</u>	<u>1.40</u>	<u>0.21</u>	<u>0.42</u>	<u>3.57</u>	<u>3.14</u>	<u>0.93</u>	<u>4.92</u>
	0.18	(0.11)	(0.32)	(0.05)	(0.03)	(0.39)	(1.74)	(0.76)
<u>PRIVATE LABEL</u>	<u>FM</u>	<u>RR</u>	<u>Liggett</u>	<u>American</u>				
Base March 1993	2.62	6.96	1.24	0.56				
December 4, 1993	<u>1.69</u>	<u>5.75</u>	<u>0.39</u>	<u>0.78</u>				
	(0.93)	(1.21)	(0.85)	0.22				

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